

WHAT IS CLAIMED IS:

1. A television system with downloadable features, comprising:
 multiple receiving locations;
 multiple receivers for receiving data associated with said features, one of said receivers being located within each of said receiving locations, said data including an identifier, said identifier identifying at least one of said receiving locations;

a memory associated with each of said receiving locations for storing said data related to said features, each said memory only storing said data when said identifier identifies said associated receiving location; and

a processor associated with each of said receiving locations, each said processor coupled to said memory and at least one of said receivers, said processor using said data to implement at least one of said features in at least one of said receiving locations.

2. The television system with downloadable features of claim 1, further comprising at least one remote control for selecting information related to said features for execution in said receiving locations.

3. The television system with downloadable features of claim 1, further comprising at least one device with a screen for displaying information related to at least one of said features.

4. The television system with downloadable features of claim 3, wherein said device with a screen is at least one of a television and a computer monitor.

5. The television system with downloadable features of claim 1, further comprising at least one telephone for ordering said features, wherein data needed for said implementation of said features is downloaded to said receiving

12 disk to implement at least one of said features in at least one
13 of said receiving locations.

1 12. The television system with downloadable features
2 of claim 11, further comprising a device with a screen
3 associated with each of said receiving locations, said device
4 with a screen for displaying information related to said
5 features.

1 13. The television system with downloadable features
2 of claim 12, further comprising at least one remote control for
3 selecting said information related to said features for display
4 on said device with a screen.

1 14. The television system with downloadable features
2 of claim 11, further comprising at least one of a telephone and
3 a remote control for ordering said features.

1 15. The television system with downloadable features
2 of claim 11, wherein said receiving locations are televisions.

1 16. A method of providing a television system with
2 downloadable features, comprising:

3 transmitting data associated with said features to
4 multiple receiving locations, said data including an
5 identifier, said identifier identifying at least one of said
6 receiving locations;

7 receiving said data at said multiple receivers, one
8 of said receivers being located within each of said receiving
9 locations;

10 storing said data in at least one of said receiving
11 locations, said storing only occurring in said receiving
12 locations identified by said identifier; and

13 using said data stored in said receiving locations
14 identified by said identifier to enable at least one of said
15 features in at least one of said receiving locations.

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1 17. The method of providing a television system with
2 downloadable features of claim 16, further comprising
3 displaying information related to said features.

1 18. The method of providing a television system with
2 downloadable features of claim 17, wherein said displaying is
3 on a television.

1 19. The method of providing a television system with
2 downloadable features of claim 16, further comprising selecting
3 information related to said features for display, said
4 selecting done with a remote control.

20. The method of providing a television system with
downloadable features of claim 16, further comprising ordering
said features, wherein data needed for said enabling of said
features is broadcast to said receiving locations after at
least one of said features is ordered.

21. The method of providing a television system with
downloadable features of claim 20, wherein said ordering is
done with a telephone.

1 22. The method of providing a television system with
2 downloadable features of claim 20, wherein said ordering is
3 done with a remote control and a set-top box.

1 23. The method of providing a television system with
2 downloadable features of claim 16, wherein said receiving
3 locations are at least one of televisions, VCRs, TVCRs and set-
4 top boxes.

1 24. The method of providing a television system with
2 downloadable features of claim 16, wherein said features
3 include at least one of a software fix, an advertisement for an
4 enhancement, a feature, a product, and an enhancement.

1 25. The method of providing a television system with
2 downloadable features of claim 16, wherein said receiving
3 locations are at least one of a VCR, a television, TVCR and a
4 cable box.

1 26. A television system receiving location
2 comprising:
3 a data receiver for receiving said television
4 operating software;
5 memory coupled to said data receiver, said memory for
6 storing said television operating software when said television
7 operating software includes an associated receiver identifier;
8 a processor coupled to said memory,
9 said processor implementing selected software
10 features when said television operating software includes said
11 associated receiver identifier;
12 a device with a screen coupled to said receiver for
13 displaying information associated with said television
14 operating software.

1 27. The television system receiving location of
2 claim 26, wherein said device with a screen is a television.

1 28. The television system receiving location of
2 claim 26, further comprising a tuner coupled to said receiver
3 for tuning to a channel, said television operating software
4 being available on said channel.

1 29. The television system receiving location of
2 claim 28, wherein said processor tunes said tuner to said
3 channel at a predetermined time, said television operating
4 software being available on said channel at said predetermined
5 time.

1 30. The television system receiving location of
2 claim 26, further comprising an on-screen display device
3 coupled to said processor, said on-screen display device

4 capable of displaying said information associated with said
5 television operating software on said device with a screen.

1 31. The television system receiving location of
2 claim 26, further comprising a remote control receiver coupled
3 to said processor, said remote control receiver capable of
4 receiving user selections from a remote control, said user
5 selections being related to said television operating software.

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